

**ABSTRACT**

A server apparatus 10 for applying a point (incentive point) by which a service can be received in response to an amount of said point to be used in a Web site, is arranged 5 by a network unit 13, a file 28 for storing thereinto a point produced based upon an investment by a sponsor, other files 23 and 24 for storing a banner advertisement, and a point producing unit 14 for determining a point number which is displayed on the banner advertisement. This server 10 apparatus is further arranged by a Web control unit 11 for displaying the banner advertisement attached with the point number on a Web page, and also a user data managing unit 12 for managing points gained by a user. In accordance 15 with the server apparatus 10, a sponsor who provides a point can control appearance conditions of a point displayed on a banner advertisement.